DOCUMENT RESUME

ED 270 797 CS 209 879

AUTHOR Harris, Wanda
TITLE Perceptions of Newspapers by Student and Non-Student Readers.
PUB DATE Aug 86
NOTE 30p.; Paper presented at the Annual Meeting of the Association for Education in Journalism and Mass Communication (69th, Norman, OK, August 3-6, 1986).
PUB TYPE Reports - Research/Technical (143) -- Speeches/Conference Papers (150)

EDRS PRICE MF01/PC02 Plus Postage.
DESCRIPTORS Adults; College Students; Comparative Analysis; Higher Education; *Media Research; *Newspapers; *Reading Attitudes; *Reading Habits; School Newspapers
IDENTIFIERS *Illinois (South); *Media Use; Readership Analysis; Southern Illinois University Carbondale

ABSTRACT

A study examined the readership habits and gratifications of southern Illinois student and non-student newspaper readers. The study involved the "Southern Illinoisan," a privately owned regional newspaper, and the "Daily Egyptian," a student-operated newspaper. Other papers included the "Chicago Tribune," the "St. Louis Post-Dispatch," and the "St. Louis Globe-Democrat." Data were collected in a telephone questionnaire of 408 residents of the Carbondale, Murphysboro, and DeSoto areas. Included in the questionnaire for the study were sections on parts of the paper used by readers and a section on why people read the newspaper. Other sections of the questionnaire included readership contrast questions on 16 content items involving news, advertising, and quality of the papers. Demographic data were also collected. The results indicated that student and non-student readers differ greatly in the parts of the newspaper they use, the gratifications they seek, and the way they perceive the newspaper. Students were more interested in world events, while non-students were more interested in local government plans and statistics. Student readers of all papers rated entertainment news, news of the Southern Illinois University (Carbondale campus), and movie reviews higher than did non-student readers, while student readers of the "Southern Illinoisan" rated discount coupons and classified advertising higher than did non-student readers. The single most important perception difference between student and non-student readers involved reading for more details: students felt reading for more details was part of a surveillance dimension, while non-students felt it was part of the personal enjoyment dimension. (Tables of data are included.) (HTH)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

X This document has been reproduced as received from the person or organization originating it.

☐ Minor changes have been made to improve reproduction quality.

• Points of view or opinions stated in this document do not necessarily represent official OERI position or policy.

ED270797

Perceptions of Newspapers by Student and Non-Student Readers

by

Wanda Harris

CS 209 879

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY
Wanda Harris

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

For many years researchers have studied the uses people make of the mass media and of the gratifications they seek and get from them. The studies have sought to determine if subgroups use the media differently. Some of the studies have analyzed the uses of men as opposed to uses of women, working women as opposed to non-working women, and others. But none have examined the different uses of the media by students as opposed to non-students, nor the gratifications students seek as opposed to gratifications sought by non-students. A study in October 1985 at Southern Illinois University of Carbondale involving two local papers, along with papers from nearby urban areas, provided a vehicle for such a research project. The SIU-C study involved the Southern Illinoisan, a privately owned regional newspaper, and the Daily Egyptian, a student-operated newspaper. Other papers included the Chicago Tribune, the St. Louis Post-Dispatch and the St. Louis Globe-Democrat. The main purpose of the study was to test readership habits and the contrasts between readers of the two local papers. Included in a questionnaire for the study were sections on parts of the paper used by readers and a section on why people read a newspaper. Using these sections, this study seeks to determine (1) whether there is a significant difference in the way student readers and non-student readers use parts of the paper, (2) whether there is a significant difference in the gratifications sought by student and non-student readers, and (3) whether there is a significant difference in the perception of the newspapers by student and non-student reader subgroups.

Literature Review

The uses and gratification approach to the study of mass media has been around for nearly 50 years. Blumler and Katz (1974) outlined the three major phases of the development of the approach. In the first phase, which covered the 1940s and 1950s, researchers sought to describe the way audience subgroups used content of selected media. In the second phase, which covered the 1960s, researchers studied the social and psychological variables presumed to be connected to different patterns of media use. These studies generated the notion that certain satisfactions sought by the audience could be quantitatively measured. In the third phase, the main emphasis was on the use of gratification data to explain facets of the communication process with which audience motives and expectations could be connected. Two branches of study have emerged from this phase. One branch held that understanding patterns of gratifications was a prerequisite to understanding media effects. The other branch sought to connect gratification motivation to social and psychological needs.

The basic assumptions of the theory were outlined by Katz, Blumler and Gurevitch (1974). Assumptions cited were that of an active audience, an audience that links gratification needs with a media of choice, a media that compete with other sources of need satisfaction, and individuals that can supply data for study of mass media use. In addition, the theory assumed that value judgments about the cultural significance of mass communication should be suspended while the orientations of the audience were explored.

Katz and Blumler (1974) presented an overview of the uses and gratifications approach. In a discussion of the functions of the media, one of the articles cited was that of McQuail, Blumler and Brown (1972) entitled "The Television Audience: A Revised Perspective." The McQuail et al. article appeared in Sociology of Mass Communications, a book edited by McQuail. Functions were defined in the article as surveillance, diversion, personal relationships and personal identity. By diversion, the authors meant trying to escape from routines and problems and/or emotional releases; by surveillance to find out what is going on; by personal relationships, to use the media in a social manner including companionship; and by personal identity, to find one's place or reference point, reality exploration and value re-enforcement.

The central notion in the McQuail et al. study was that mass communications are used by individuals to make affective or integrative connections with others by way of the mass media. Another study cited by Katz and Blumler (1974) attempted to show which attributes of the media explain the social and psychological needs that each medium satisfies best. In the study Katz, Gurevitch and Hass (1973) sought to identify types of needs and to identify uses of the media in gratifying clusters of needs. Findings of the study were that non-media sources were more gratifying than mass media for all needs tested; that friends were the most important sources for needs having to do with self-gratification, and newspapers were most important for people saying that matters of state and society were important.

Newspapers were followed by radio and television. The centrality of the newspaper for knowledge and integration in the sociopolitical area cannot be overstated, according to Katz et al. Books were cited as the best source for knowing oneself; films, television and books for enjoying oneself; and newspapers for self-regulation and self-confidence. Newspapers and cinema were cited as being the most specific and television, the least specific.

An underlying assumption of the study was that the social role and psychological predispositions of individuals influence the selection and use of the media.

Swanson (1979) reviewed areas of research since publication of The Uses of Mass Communication by Blumler and Katz. Issues being studied, according to Swanson, included whether uses and gratifica- was a general theory or a framework to accommodate a variety of theoretical positions; what relationship existed between uses and gratifications approach and its functionalist origins; the origins of the media uses and gratifications; gratifications measures; and the connection between gratifications and a person's social circumstances and attendant needs. In the same issue, Blumler (1979) suggested four dimensions of uses and gratifications of an audience. These dimensions were surveillance, curiousity, diversion, and personal identity. Katz (1979) visualized three dimensions: cognitive, diversion, and identity. Becker (1979) proposed the dimensions as being guidance/surveillance; excitement seeking, re-endorcement, and communication utility; and avoidance.

Abrams, Kaul and Ma (1979) sought to determine if members of different social classes have different perceptions of the usefulness of advertisements and of news in daily life. Socio-economic status was determined by education and occupation. Findings were that social class status was not a predictor of media use.

Einsiedel and Tully (1980-81) studied whether newspapers were used differently by working and non-working women. There was no significant difference in the parts usually read by working and non-working women, and only small differences in the reasons working women and non-working women have for reading the paper.

Methodology

Data for the study was collected from 408 residents of the Carbondale, Murphysboro and DeSoto areas in telephone interviews from Oct. 31 through Nov. 7 except for Nov. 2, a Saturday. The interviews were conducted during the evening hours of weekdays from 6:30 to 9:30 p.m. On the Sunday falling within that period, interviews were conducted from 2 to 5 p.m. and from 6:30 to 8 p.m.

To obtain numbers for the 408 interviews, students systematically drew samples of 1,200 phone numbers from the Jackson County telephone directory. From the 1,200 numbers, 400 plus numbers were selected at random using a table of random numbers. Replacement numbers were drawn from numbers remaining in the original pool.

Included in the questionnaire was a section asking readers to rate frequency of use of certain parts in the papers. The parts included sports; entertainment news; editorials; discount coupons; business news; movie, music, or record reviews; letters to the editor; advertisements for sales; classified advertising; advertising inserts; food advertising; world news; national news; state news; local news; SIU-C news; weather reports; and stories about deaths, marriages, and who is in the hospital. Interviewees were asked to rate the extent to which they read each part on a three-point scale: frequently, occasionally and never.

A section was also included on reasons people give for reading newspapers. The items included reading because of more details than in television and radio; to relax; to have something to talk about with other people; to keep up with the main issues; to find out what the local government plans to do; to find out what the national government plans to do; for advertising shopping guides to save money; to find out what is going on in the world; and for statistics such as weather reports, to find out about deaths, marriage and who is in the hospital. Those interviewed were asked whether they agreed a lot, somewhat or not at all that each statement represented a reason they read the newspaper.

Other sections of the questionnaire included readership contrast questions on 16 content items involving news, advertising and quality of the papers.

Demographics collected included age, residence, marital status, number of dependent children, years of school, sex and job. The job category was divided into student and non-student.

T-tests were used to test for significant differences between student and non-student readers of all papers used in the study, between student and non-student readers of the Southern Illinoisan and between student and non-student readers of the Daily Egyptian across the parts used and across the reasons for reading. Factor analyses were used to check for significant differences in the perception dimensions on the gratification items between the student and non-student readers.

Findings

Reasons For Reading

1. Student readers of all papers in the study rated knowing what is going on in the world significantly higher than did non-student readers.

2. Non-student readers of all papers rated knowing what the local government plans and statistics significantly higher than did students. Non-student readers of the Southern Illinoisan rated statistics significantly higher and non-student readers of the Daily Egyptian rated local government plans significantly higher.

3. Student and non-student readers of all the subgroups gave the highest mean scores to finding out about main issues and what is going on in the rest of the world.

4. Statistics got the lowest mean score from student readers of all subgroups and non-student subgroups gave the lowest mean scores to having something to talk about.

5. Advertisement ranked seventh or lower based on mean scores of all student and non-student subgroups.

Parts Used

6. Student readers of all papers rated entertainment news, movie reviews, and news of SIU-C significantly higher. Student readers of the Daily Egyptian rated entertainment news and news of SIU-C significantly higher. Student readers of the Southern Illinoisan rated entertainment news, discount coupons, want advertisements, and news of SIU-C significantly higher.

7. Non-student readers of all subgroups rated state and local news and statistics significantly higher.

8. All student subgroups rated news of SIU-C with the highest mean score and gave statistics the lowest mean score for parts of the paper used. All non-student subgroups gave local news the highest mean score and movie reviews, the lowest mean score of the parts used.

9.Mean scores for sports by all reader subgroups placed it 15th or lower among the use items.

10. World news received the second highest mean score ratings from all reader subgroups. Advertisement use received mean scores from all non-student readers that placed it 14th or lower in the items used.

Gratification Dimensions

11. The surveillance items of issues, national and local government plans, and world happenings loaded strongly on one

factor; the personal enjoyment items of reading for relaxation and for something to talk about loaded on a second factor; and personal benefits items of reading for advertisements and for statistics loaded on a third factor for all non-student reader groups studied. (Statistics refers to such things as death notices, weather reports, marriages and hospital notes.)

12. For student readers of the Southern Illinoisan, a surveillance dimension consisted of reading for details for main issues, to find out what the national government plans and to find out what is happening in the world. For this group, local government plans, having something to talk about and advertisements loaded together suggesting a common perception of personal benefits. A third factor was made up of reading for relaxation and for statistics. The factor suggests a dimension of avoidance since these reasons received low mean scores from this group.

13. Student readers of all the papers perceived a surveillance dimension of reading for details, for main issues and to find out what the national and local governments plan and to find out what is happening in the world. The second dimension was composed of reading for advertisements and for statistics. The third dimension encompassed the items of reading for relaxation and for something to talk about. The second factor suggests personal benefits and the third, personal enjoyment.

14. The surveillance dimension for student readers of the

Daily Egyptian included the items of reading for details, for main issues and to find out what the national and local governments plan. The second factor included reading for advertisements, for statistics and for world news. The loading of world news was nagative and thus bipolar to the other items on the factor, suggesting that world news was not a dimension of personal benefits. World news correlated highest with main issues and national government plans. The third factor was made up of reading to relax and to have something to talk about. The dimension was identical to that of non-students and to student readers of all the papers.

Of the 127 students who usually read a daily paper, 48 read the Southern Illinoisan and 123 read the Daily Egyptian. Student readers of the Daily Egyptian read four out of five issues, the total number published each week. Student readers of the Southern Illinoisan read about four of seven issues published weekly.

Sixteen percent of the students had children while 84 percent did not. The average age of the student reader was 27. The average years of school was 16. Sixty-one percent of the students interviewed were male, while 39 percent were female. Seventy-two percent of the students were single, while only 19 percent were married.

Of the 221 non-student readers, 196 read the Southern Illinoisan and 127 read the Daily Egyptian. Non-students who read the Southern Illinoisan read an average of six of the seven issues and an average of three of the five issues of the Daily Egyptian.

Sixty-two percent of the non-students were married while 17 percent were single. Thirty-four percent had children. These readers had an average education of 14 years. The average age was 48. Sixty-eight percent were women and 32 percent were men.

Gratification Items

Of the nine gratification items, a significant difference for student and non-student readers of all papers was found on only three items. Those were reading to try to find out what the local government plans to do, to try to find out what is going on in the rest of the world and for statistics. Non-students rated knowing local government plans and statistics significantly higher than did students. Students rated knowing what is going on in the world significantly higher than did non-students. (See Table 1.)

Table 1. Mean ratings for gratification items by student and non-student readers.

Items	Students	Non-students	t	p
1. Local Government Plans	2.21	2.45	-3.21	.001
2. World Events	2.69	2.51	2.82	.005
3. Statistics	1.58	2.12	-6.44	.000

Only one of the nine items showed a significant difference between student and non-student readers of the Southern Illinoisan. That item was statistics. The mean for students was 1.71 and for non-students, 2.27. (t -3.47, $p<.001$).

Two items were significant between student and non-student readers of the Daily Egyptian. Those items were trying to find out local government plans and statistics. Non-students rated local government plans and statistics higher than did students. (See Table 2.)

Table 2. Mean ratings for gratification items by student and non-student readers of the Daily Egyptian.

Items	Students	Non-students	t	p
1. Local Government Plans	2.23	2.49	-3.19	.002
2. Statistics	1.59	2.02	-4.42	.000

Gratification Items Rank-ordered

Students and non-student readers of all papers, of just the Daily Egyptian, and of just the Southern Illinoisan gave the highest mean scores to finding out about main issues and what is going on in the rest of the world. Differences occurred over items getting the lowest mean scores among the subgroups. Statistics received the lowest mean scores from student readers of all papers, the Daily Egyptian and the Southern Illinoisan, while the non-students of the subgroups gave the lowest mean socres to the item of having something to talk about. Trying to find out what the national government was planning rated in the top four mean scores of all

subgroups. Trying to find out plans of the local government and wanting more details ranked in the top five mean score ratings of all subgroups. Advertisements ranked seventh or lower based on the mean scores of the ratings by the subgroups. (See Table 3 in the appendix.)

Use of Parts Rated

Significance was found between student and non-student readers of all papers on six of the 18 items in the parts-used section of the questionnaire. Those items were entertainment news, movie reviews, state news, local news, news of SIU-C and statistics. Students rated entertainment news, movie reviews and news of SIU-C significantly higher than did non-student readers of all papers. Non-student readers rated state and local news and statistics significantly higher. (See Table 4.)

Table 4. Mean ratings of parts used by student and non-student readers of all papers.

Items	Student	Non-student	t	p
1. Entertainment	2.62	2.41	3.18	.002
2. Movie Reviews	2.33	2.07	3.09	.002
3. State News	2.33	2.55	-3.17	.002
4. Local News	2.53	2.83	-5.03	.000
5. SIU-C News	2.86	2.52	6.36	.000
6. Statistics	1.73	2.38	-7.34	.000

Significance was found on five parts used by student and non-student readers of the Daily Egyptian. Students rated entertainment news and news of SIU-C significantly higher, and non-students rated state and local news and statistics significantly higher. (See Table 5.)

Table 5. Mean ratings of parts used for which there was a significant difference between student and non-student readers of the Daily Egyptian.

Items	Student	Non-student	t	p
1. Entertainment	2.63	2.47	2.33	.021
2. State News	2.34	2.46	-2.98	.003
3. Local News	2.56	2.85	-4.75	.000
4. SIU-C News	2.86	2.65	3.70	.000
5. Statistics	1.73	2.26	-5.21	.000

Seven items of significance was found between student and non-student readers of the Southern Illinoisan. Students rated significantly higher entertainment news, discount coupons, want advertisements, and news of SIU-C. Non-students rated significantly higher state and local news and statistics.(See Table 6.)

Table 6. Mean ratings of parts used for which there was a significant difference between student and non-student readers of the Southern Illinoisan.

Items	Student	Non-student	t	p
1. Entertainment	2.60	2.40	2.06	.043
2. Coupons	2.68	2.46	2.29	.025
3. Want ads	2.47	2.21	2.40	.019
4. State News	2.32	2.57	-2.29	.025
5. Local News	2.60	2.84	-2.75	.008
6. SIU-C	2.79	2.51	3.70	.000
7. Statistics	1.94	2.42	-3.45	.001

Rank-ordered Uses By Students and Non-students

All student subgroups rated news of SIU-C with the highest mean scores and non-student subgroups rated local news with the

highest mean scores. All student subgroups rated statistics with the lowest mean scores. All non-student readers gave movie reviews the lowest mean scores. The mean scores given to sports by all reader groups ranked sports in 15th place or lower. World news received the second highest mean score from all reader groups. Mean scores given to want ads by non-student readers of all papers ranked it 14th or lower and inserts, 15th or lower. (See Table 7 in appendix.)

Gratifications Dimensions

The gratifications items loaded on three factors for all reader groups in factor analyses. For non-student readers of all subgroups the items of trying to find out national and local government plans, world events, and main issues were loaded on one factor. More detail, reading to relax and to have something to talk about loaded on a second factor. A third factor was made up of ads and statistics.

For student readers of all papers, the items of reading to find out what the national and local governments plans, world events, main issues and more detail loaded strongly on a factor. Reading for relaxation and to have something to talk about loaded on a third factor.

For student readers of the Southern Illinoisan, surveillance items of more detail, main issues, national government plans, and world happenings loaded on one factor. Local government plans, something to talk about and ads loaded on another factor. On a third factor, reading to relax and statistics loaded together.

For student readers of the Daily Egyptian, the first factor was made up of more details, main issues, and national and local government plans. The second factor was composed of ads, statistics and world news and the third, reading to relax and for something to talk

about. World news had a negative loading and thus was bipolar to statistics and advertisements. (See Tables 8,9,10,11,12, and 13.)

Table 8. Factor loadings using the varimax rotated factor matrix of the gratification items for non-student readers of all papers in the study.

Items	factor 1	factor 2	factor 3	h^2
1.Details		.59		.52
2.Relax		.78		.64
3.Talk		.61		.53
4.Issues	.73			.55
5.National Plans	.84			.71
6.Local Plans	.79			.64
7.Advertisements			.65	.45
8.World	.69			.54
9.Statistics			.78	.61

Table 9. Factor loadings using the varimax rotated factor matrix of the gratification items for non-student readers of the Daily Egyptian.

Items	factor 1	factor 2	factor 3	h^2
1. Details		.50		.31
2. Relax		.79		.64
3. Talk		.56		.55
4. Issues	.73			.56
5. National Plans	.84			.71
6. Local Plans	.80			.66
7. Advertisements			.62	.41
8. World	.57			.56
9. Statistics			.78	.65

Table 10. Factor loadings using the varimax rotated factor matrix of the gratification items for non-student readers of the Southern Illinoisan.

Items	factor 1	factor 2	factor 3	h^2
1. Details		.61		.52
2. Relax		.78		.63

3. Talk		.66		.57
4. Issues	.70			.51
5. National Plans	.83			.69
6. Local Plans	.81			.67
7. Advertisements			.67	.46
8. World	.67			.53
9. Statistics			.79	.63

Table 11. Factor loadings using the varimax rotated factor matrix of the gratification items for student readers of all papers.

Items	factor 1	factor 2	factor 3	h^2
1. Details	.41			.23
2. Relax			.78	.63
3. Talk			.74	.62
4. Issues	.73			.59
5. National Plans	.81			.66
6. Local Plans	.62			.52
7. Advertisements		.77		.61
8. World	.63			.65
9. Statistics		.70		.56

Table 12. Factor loadings using the varimax rotated factor matrix of the gratification items for student readers of the Daily Egyptian.

Items	factor 1	factor 2	factor 3	h^2
1. Details	.59			.36
2. Relax			.67	.50
3. Talk			.78	.64
4. Issues	.55			.55
5. National Plans	.72			.63
6. Local Plans	.70			.54
7.Advertisements		.68		.54
8. World		-.74		.69
9. Statistics		.62		.52

Table 13. Factor loadings using the varimax rotated factor matrix of the gratification items for student readers of the Southern Illinoisan.

Items	factor 1	factor 2	factor 3	h^2
1. Details	.72			.75
2. Relax			.77	.59
3. Talk		.39		.30
4. Issues	.78			.62
5. National Plans	.77			.66
6. Local Plans		.84		.79
7. Advertisements		.71		.56
8. World	.71			.62
9. Statistics			.49	.46

Summary

In the study of significant differences on the gratification items, students are more interested in what is going on in the world than non-students and non-students are more interested in local government plans and statistics than students. Students and non-students gave the highest mean scores to finding out about main issues and what is happening in the world. Statistics got the lowest marks from students and reading to have something to talk about received the lowest marks from non-students.

In parts of the paper used, student readers of all papers rated entertainment news and news of SIU-C significantly higher. Student readers of all papers rated movie reviews higher and student readers of the Southern Illinoisan rated discount coupons and classified advertisements higher as well.

Non-student readers of all subgroups rated state and local news and statistics significantly higher.

All student reader groups rated news of SIU-C with the highest mean socres and gave statistics the lowest mean scores. Non-student reader groups gave local news the highest mean scores and movie reviews the lowest.

Reading for sports wasn't important to anybody. It placed 15th or lower based on mean scores given by the reader groups. World news was rated second highest by all reader groups. All non-student readers rated advertisements with mean scores that placed the item 14th or lower.

In factor analyses, the items of reading to find out what the national and local government plans, to find out main issues and what is happening in the rest of the world formed a surveillance dimension for all non-student reader groups. A second dimension of personal benefits was made up of ads and statistics and a third dimension was composed of reading for relaxation, to have something to talk about and for more details. This dimension suggests personal enjoyment.

Students differed from non-students in their perception of readership in that students perceived reading for more details as a part of the surveillance dimension, while non-students perceived it as a part of the personal enjoyment dimension.

Student readers of all papers resembled non-students in their perception of readership except for the item of reading for more details. Student readers of the Daily Egyptian differed also on reading for more details and also on reading for world events. World events loaded in a bipolar situation with ads and statistics on a personal benefits dimension. However, world event correlated best with the surveillance items of main issues and national govern-

ment plans and very low with details and local government plans. Student readers of the Southern Illinoisan differed from non-students on the surveillance dimension in that this student reader group perceived details as being a part of a surveillance dimension rather than a personal pleasure dimension, and perceived of local government plans as being a part of a social-economic-political dimension that included something to talk about and advertisements rather than as part of a surveillance dimension.

In addition to the surveillance and utility dimensions, loadings of reading for relaxation and for statistics suggests a dimension of personal enjoyment. The strongest loading was reading for relaxation. Statistics loaded on the dimension with only a slightly stronger loading than its loading on the social-economic-political dimension.

Conclusion

While student and non-student readers are similar in many uses of parts of a newspaper, there are some very distinct differences--differences which may be based in part on environmental and situational differences.

Student readers, who tend to be single and in the midst of the highly social years, are more interested in entertainment news and movie reviews. Non-student readers, the majority of which are married, seem less socially oriented.

Students tend to be more interested in what is happening at SIU-C since their lives are more directly affected by those happenings. The importance of the news at SIU-C seems to be equal in importance to local government news to non-student readers, who tend to be permanent residents of the area.

Student readers of the Southern Illinoisan also tend to be more interested in coupons and advertisements suggesting a segment of the student population that has a strong need to save money.

The factor analyses revealed some important perception differences among the reader groups studied. The dimensions of surveillance on the gratifications items had strong similarities. But there were also important differences. The common loadings on the surveillance dimension were reading to find out main issues and what the national government plans. The important differences involved reading for more details, to find out what the local government plans and to find out what is happening in the world.

The single most important perception difference between student and non-student readers involved reading for more details. Details loaded strongly on a surveillance dimension for students, but for non-students it loaded strongly on a personal enjoyment dimension.

Student readers of the Southern Illinoisan did not perceive local news as part of the surveillance dimension, but rather as part of a utility dimension that included ads and something to talk about. The loading on this factor suggests socio-economic-political utility and differs from any other dimension in the study. Such a perception of local government fits into the situational predictament

of most students--needing to known about local government plans as a tool for surviving in a temporary environment.

The loading of world news in a bipolar position to ads and statistics sets the readers of the Daily Egyptian apart from other readers studied. The loading suggests world news is not read for personal benefits. Even though there was a strong correlation for world news, main issues and national government plans, there was little correlation for world news and the items of details and local government plans. The correlation problems with some items on the surveillance dimension kept world news from loading there.

In brief, student and non-student readers have important differences in the parts of the newspaper they use, the gratifications they seek and in the way they perceive the newspaper.

Appendix

Table 4. Rank Order of gratification preferences. An asterick mark tie series.

	All.				Daily Egyptian				Southern Illinoisan			
	Student		Non Student		Student		Non-Student		Student		Non-Student	
Items	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank
1. Details	2.21*	4.5	2.22	5	2.24	4	2.20	5	2.31	4	2.24	5
2. Relax	2.08	6	2.00	8	2.09	6	2.015	7	2.15	7	1.98	8
3. Talk	1.85	8	1.80	9	1.88	8	1.85	9	1.85	8	1.80	9
4. Issues	2.68*	1.5*	2.62	1	2.72	1	2.70	1	2.67	1	2.64	1
5. National Government Plans	2.28	3	2.23	4	2.28	3	2.33	4	2.27	5	2.26	4
6. Local Government Plans	2.21*	4.5	2.45	3	2.23	5	2.49	3	2.33	3	2.46	3
7. Ads	2.06	7	2.07	7	2.07	7	2.00	8	2.19	6	2.06	7
8. World	2.68*	1.5*	2.51	2	2.70	2	2.58	2	2.58	2	2.52	2
9. Stats	1.58	9	2.12	6	1.59	9	2.02	6	1.71	9	2.17	6

BEST COPY AVAILABLE

Table 7. Rank order uses of all student and non-student readers, student and non-student readers of of the Southern Illinoisan and student and non-student readers of the Daily Egyptian.

	All				Southern Illinoisan				Daily Egyptian			
	Student		Non-Student		Student		Non-Student		Student Rank		Non Student Rank	
	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank
1. Sports	2.26	15	2.12	17	2.28	16	2.12	17	2.24	15	2.15	17
2. Entertainment	2.62	3.5*	2.41	9	2.60	6*	2.40	10	2.63	3	2.47	10
3. Editorial	2.43	9	2.36	12	2.47	9.5*	2.38	12	2.44	9	2.48	9
4. Coupons	2.57	5	2.49	7	2.68	3	2.46	7	2.57	5	2.50	8
5. Business	2.32	13	2.30	13	2.32	13.5*	2.32	13	2.29	13	2.35	11
6. Movie Reviews	2.33	11.5*	2.07	18	2.17	17	2.07	18	2.32	12	2.14	18
7. Letters	2.46	8	2.45	8	2.46	11	2.44	8	2.47	8	2.57	6
8. Sales	2.53	6.5*	2.55	4*	2.62	4	2.55	45*	2.53	7	2.59	5
9. Want Ads	2.36	10	2.22	15	2.47	9.5*	2.21	15	2.37	10	2.23	14
10. Inserts	2.25	16	2.20	16	2.30	15	2.20	16	2.23	16	2.19	15
11. Food Ads	2.29	14	2.38	10.5*	2.49	8	2.39	11	2.28	14	2.33	12
12. World News	2.73	2	2.63	2	2.72	2	2.63	2	2.72	2	2.68	2
13. National News	2.62	3.5*	2.55	4*	2.60	6*	2.55	4.5*	2.61	4	2.60	4
14. State News	2.33	11.5*	2.55	4*	2.32	13.5*	2.57	3	2.32	11	2.56	7
15. Local News	2.53	6.5*	2.81	1	2.60	6*	2.81	1	2.56	6	2.85	1
16. SIU-C News	2.86	1	2.52	6	2.79	1	251	6	2.86	1	2.65	3
17. Weather	2.18	17	2.23	14	2.36	12	2.24	14	2.18	17	2.16	16
18. Life Stuff	1.73	18	2.38	10.5*	1.94	18	2.42	9	1.73	18	2.26	13

BEST COPY AVAILABLE

References

Abrams, Michael E.; Kaul, Arthur J.; and Ma, Christina, "Social Class and Perceived Utility of Newspaper Advertising," Newspaper Research Journal, Vol. 4, 1979-1980, pp. 42-47.

Becker, Lee, "Measurement of Gratifications," Communication Research, Vol. 6, No. 1 January 1979 pp. 54-73.

Blumler, Jay G. and Katz, Elihu, The Uses of Mass Communications: Current Perspectives on Gratifications Research, Beverly Hills: Sage Publications, Inc. 1974.

Blumler, Jay G., "The Role of Theory in Uses and Gratifications Studies," Communications Research, Vol. 6 No. 1. January 1979, pp. 9-36.

Einsiedel, Edna F. and Tully, Heather, "Newspaper Use by Working and Non-working Women," Newspaper Research Journal Vol. 2, 1980-1981, pp. 69-76.

Katz, Elihu; Gurevitch, Michael; and Haas, Hadassah, "On the Use of the Mass Media for Important Things," American Sociological Review April 1973, Vol. 38, pp. 164-181.

Katz, Elihu, "The Uses of Becker, Blumler, and Swanson," Communication Research, Vol. 6 No. 1, January 1979, pp. 74-83.

McQuail, Denis, ed., Sociology of Mass Communications, Harmondsworth: Penguin, 1972.

Swanson, David L. "The Continuing Evolution of the Uses and Gratifications Approach," Communication Research, Vol. 6, No. 1, January 1979, pp. 3-7.